

by executing at least of one of the first, second, and third functional modules for generating information comprising at least one of a set of candidate leads and signification of a request; and

means connected to the CPU for outputting the information to an output user interface,

wherein an input customer profile is selectively entered by an individual sales agent, and

wherein said lead management capability supplies a best match output of said customer profile.

14. (Amended) A lead management system comprising:

a central processing unit (CPU);

means connected to the CPU for inputting lead management data; and

means for inputting lead selection parameters for searching said lead management data,

means for updating and maintaining lead data from external sources; and

means for managing said lead data, said managing means comprising a lead usage mechanism for controlling a lead quantity, a lead usage time interval, and a lead availability to a selected user,

wherein said CPU responds to a request for leads tailored to inputted selection parameters by searching said lead management data and outputting selected information to an output user interface.

16. (Amended) The lead management system, as claimed in claim 14, wherein said lead usage quota mechanism grants a user a predetermined number of leads during said lead usage time interval.